

A top-down photograph of matcha preparation on a wooden surface. In the upper left, a bamboo whisk (chasen) is partially visible. In the lower left, a dark bowl is filled with bright green matcha powder. In the center and right, a larger dark bowl contains a frothy green matcha drink. A semi-transparent green box with a white border is overlaid on the center of the image, containing the title and text.

MATCHA

2018 • FLAVOR INSIGHT REPORT

Matcha, also referred to as hiki-cha, is a finely ground powder of specially grown and processed green tea leaves. Traditionally, Japanese tea ceremonies center on the preparation, serving, and drinking of matcha. The hot tea is said to embody a meditative spiritual style. Today, matcha is also used to flavor and dye foods such as mochi and soba noodles. We're seeing this unique taste appear in a plethora of products and recipes, from a squid ink noodle dish to flavored almond milk. Let's take a look at the various forms of matcha green tea on the menu, in social media, and in new products.

MATCHA

Print & Social Media Highlights

There are several mentions of matcha in social and print media. Here are some of the highlights.

- While scrolling through Pinterest, matcha pins appear in a wide variety of food and beverage recipes, especially beverages and baked goods. These pins include iced coconut matcha latte, matcha no-bake energy bites, matcha chocolate bark, matcha chia pudding, matcha overnight oats, and matcha banana donuts with matcha lemon glaze.
- A Twitter search shows tweets mentioning matcha, a linked recipe from @ArgemiroElPrimo for “homemade matcha green tea muffins with matcha glaze.” Also mentioned by @LeilaBuffery: a recipe for “vegan matcha green tea cake” with linked video tutorial.
- The September 2017 issue of Shape magazine features a recipe to make Matcha Green Tea Pancakes, a perfect balance of sweet and savory but still healthy. They also recommend pairing the pancakes with a delicious Iced Lavender Matcha Green Tea Latte.



Source: Pinterest



Source: Pinterest

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70

MATCHA RECIPES
ON FOOD NETWORK

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On the Food Network, 70 recipes appear in a search for matcha. Recipes include matcha blondies, matcha lemonade, matcha herb scones, coconut matcha-cream pie, matcha steamed cod, no-churn matcha ice cream, matcha roast chicken with leeks and matcha and mushroom soup.



MATCHA

ON THE MENU: Q3 2016-Q3 2017

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62

MATCHA MENTIONS
ON THE MENU

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Fine/ Upscale/ Gourmet is the top restaurant segment, with dessert, entrée and appetizers as the top three menu sections with the most matcha flavored items. Dessert accounts for 69% of all matcha-flavored items



MENU MENTIONS:

- **Matcha and Squid Ink Noodles** is a dish featuring black squid ink pasta with ginger, hoisin sauce and cucumber at Mission Chinese Food in New York.
- **Matcha White Chocolate Mousse** with coconut tapioca and topped with cashew brittle from the Peached Tortilla in Austin.
- **Chicken and Green Tea Waffles** use a fluffy matcha Belgian waffle topped with sesame seed chicken from DC's Ping Pong Dim Sum.
- **Ahi Tuna Tartare** features emerald shiso apples, cucumber and myoga ginger, melon and citrus pearls, matcha aoli and sesame nori chips from San Fran's Boulevard.

Source: Mintel Menu Insights

MATCHA'S HEALTH HALO

Matcha green tea has earned consumer belief that it is more than an on-trend flavor. Matcha is rich in polyphenols, a powerful antioxidant that has anti-inflammatory effects associated with lowering blood pressure, the risk of heart disease, the rate of cancer cells and boosting your metabolism. Additionally, one cup of matcha contains about 70 milligrams of caffeine, not as much as a cup of coffee, but combined with L-theanine, triggers alertness in the brain. -Men's Health,



MATCHA

Global New Product Introductions: 2013-2017

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1,479

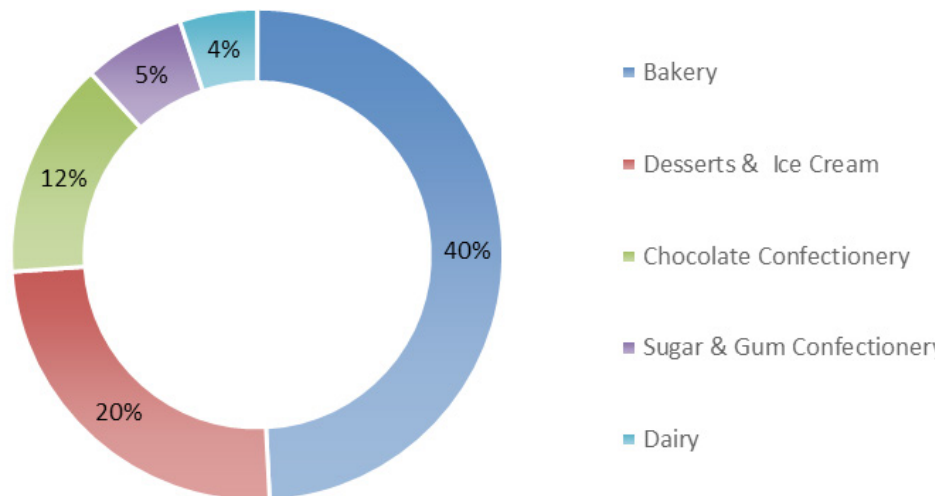
MATCHA FLAVORED
NEW PRODUCT
INTRODUCTIONS

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GLOBAL FAST FACTS:

- **ASIA PACIFIC** is the top global region for matcha new product introductions with 81% of all new products.
- **COOKIES, PASTRIES & SWEET GOODS** are the top product sub-category globally for matcha flavored new products.
- **RED BEAN** is the top flavor paired with matcha.

TOP 5 MATCHA PRODUCT CATEGORIES



PLECIA HANA MOE JAPANESE-STYLE PARFAIT WITH MATCHA & BROWN SUGAR SYRUP: features matcha mousse topped with whipped cream, cake pieces, red bean paste, brown sugar syrup jelly and matcha sauce. Japan



ABK IMOGTI YOUR TEA MATCHA GREEN LAGER BEER MIX: comprises a blend of beer and lemonade. Germany



CHIA-YO MATCHA FLAVORED HOMEMADE GRANOLA: The product is said to be a daily fiber source with high nutrients, cholesterol free, a low sugar content and a great source of energy. Indonesia



QIA QIA HAO NAN REN MATCHA GREEN TEA FLAVORED ROASTED PUMPKIN SEEDS: are made using pumpkin seeds grown in the sand in Xinjiang valley China and cooked with matcha to offer pleasant aroma. China

MATCHA

North America New Product Introductions: 2013-2017

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59

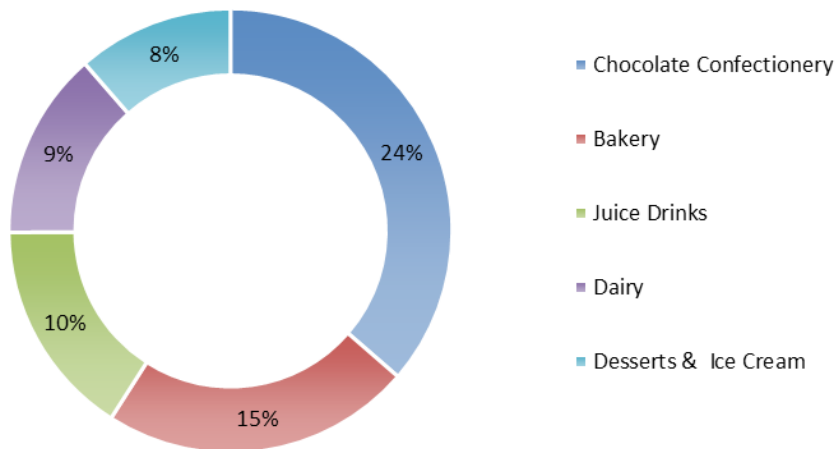
MATCHA FLAVORED
NEW PRODUCT
INTRODUCTIONS

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NORTH AMERICA FAST FACTS:

- **NORTH AMERICA** accounts for 5% of all matcha flavored new product introductions.
- **CHOCOLATE TABLETS** are the top product sub-category for matcha flavored new products.
- **CHOCOLATE** is the top flavor paired with matcha.

TOP 5 MATCHA PRODUCT CATEGORIES



DAVIDS TEA MATCHA MATSU TEA-INFUSED HOT CHOCOLATE ON A STICK: comprises matcha-infused hot chocolate mix with marshmallows on a stick. Canada



POP & BOTTLE MATCHA GREEN TEA ALMOND MILK: this dairy-free and sugar-free drink is sweetened only with organic ingredients including dates. USA



TAKAOKAYA T-POPS SWEET & CREAMY MATCHA GREEN TEA TOKYO STYLE POPCORN: this crunchy product is lightly coated with butter and fresh cream and kissed with earthy organic matcha. USA



PRIVATE SELECTION MATCHA INFUSED SEA SALT: a kosher certified premium product said to have an aromatic and nutty green flavor. USA

You deserve more. Let's get started.

What does true partnership look like? You deserve a flavor partner ready to turn these trends into the tangible.

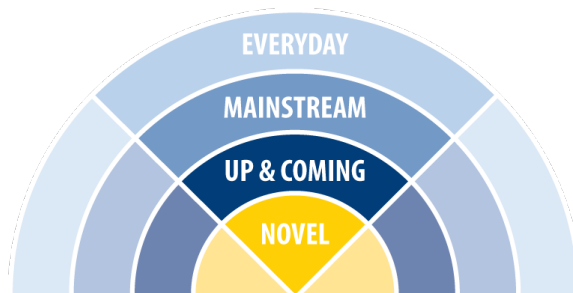
Let FONA's market insight and research experts get to work for you. Translate these trends into bold new ideas for your brand. Increase market share and get to your "what's next." Our technical flavor and product development experts are also at your service to help meet the labeling and flavor profile needs for your products to capitalize on this consumer trend. Let's mesh the complexities of flavor with your brand development, technical requirements and regulatory needs to deliver a complete taste solution.

From concept to manufacturing, we're here for you — every step of the way.



SOURCES:

Mintel GNPD
Mintel Menu Insights
Pinterest
Twitter
Food Network
Shape
Food Lover's
Companion



Contact our sales service department at 630.578.8600 to request a flavor sample or chat us up at www.fona.com/chat